

**The Coca-Cola Company 2012 Active Healthy Living Incentive Program**  
**January 1 – November 18, 2012**

## Get Moving in 2012!

It's time to get up and get moving! The 2012 Active Healthy Living Incentive Program gives you the opportunity to reduce your medical costs **up to \$400** by earning incentives for many different wellness activities (**up to \$450** if your covered spouse/same sex partner completes the 2012 Wellness Assessment)! Because of your positive feedback, we are pleased to continue the Virgin HealthMiles (VHM) Activity Tracking Program. Through the VHM program, you will:

- Participate in Activity Challenges by wearing a GoZone pedometer to track your daily steps
- Measure your blood pressure, weight and body fat percentage regularly at VHM HealthZone kiosks, so you can see the results if you're increasing your activity level, or see what a great job you're doing if you're already physically active.

You and your spouse, or same sex partner (SSP), can participate in the program together, earn wellness incentives and qualify for exciting rewards like electronics or vacations to exotic places.

In addition to the VHM challenges and measurements, you will be able to earn wellness incentives for several other important wellness activities offered through Alere.

## Earn Rewards!

Task to Complete	Amount	Who Can Earn?
<b>Via MyHealthyDirectionsKO.com</b>		
Complete your 2012 confidential Wellness Assessment ( <b>REQUIRED by 11/18/12</b> )	\$50	Associate
Complete your 2012 Wellness Assessment	\$50	Spouse or SSP
Complete one Alere Wellness Coaching Program or One Condition Management Program (max 1)	\$50	Associate
Complete one six-week online Healthy Living Program (max 1)	\$50	Associate
<b>Via VirginHealthmiles.com/KO</b>		
Winter Work Out Challenge 1/16-3/11 (8 weeks) 1500 HealthMiles 2400 HealthMiles	\$30 \$20	Associate <sup>1</sup>
Step Into Spring Challenge 3/26 – 6/3 (10 weeks) 1500 HealthMiles 3000 HealthMiles	\$30 \$20	Associate <sup>1</sup>
Break-a-Sweat In Summer Challenge 6/18 – 8/26 (10 weeks) 1500 HealthMiles 3000 HealthMiles	\$30 \$20	Associate <sup>1</sup>
Active Autumn Challenge 9/10 – 11/4 (8 weeks) 1500 HealthMiles 2400 HealthMiles	\$30 \$20	Associate <sup>1</sup>
Record your Biometrics through a VHM HealthZone kiosk once a month for at least eight months (Jan 1 – Nov 18) <sup>3</sup>	\$50	Associate
Total available per family	\$450	

### Reward Eligibility and Notes

*Only eligible, active US based associates and their spouses or SSP covered by a Company medical plan are able to earn a 2012 program incentive. Completion of the 2012 Wellness Assessment by the associate is required to earn any program incentive amount. Only one reward is available per activity per year. If you are an associate of The Coca-Cola Company (Company) who is performing services for Coca-Cola Refreshments USA, Inc. (CCR) and you ultimately report up to the President of CCR in accordance with the personnel and organizational systems of the Company and/or CCR, you are not eligible for benefits under the plans and programs described in this brochure consistent with the internal policies and procedures of the Company.*

<sup>1</sup>*In addition to earning a wellness incentive, if you or your spouse or SSP meets the highest tier HealthMiles goal during a Challenge, your names go into the drawing for exciting rewards.*

<sup>2</sup>*GoZone Pedometer tracking required for earning points*

## Virgin HealthMiles Activity Tracking Program

Virgin HealthMiles is a fun, rewarding way to get more active each day. It's kind of like a frequent flyer program, only you earn points for taking better care of yourself. We call those points 'HealthMiles' and the more you do, the more you earn. Earn them for walking, riding, playing goalie for your 8-year-old...anything you do that gets your heart pumping a little or a lot. No need for Spandex, just be active or get moving and you'll do great.

And what will these HealthMiles get you? Cash incentives (up to \$50 per challenge completed) plus a healthy dose of fun with activity competitions and rewards all year long.

Here's how it works:

**If you are new to the program,** log in to Virgin HealthMiles web site and order your GoZone pedometer for you or your spouse. Yours will cost \$10 and your spouse or SSP will cost \$30. Once you receive your GoZone pedometer, log in to the Virgin HealthMiles web site to **activate** it. This step takes just a few minutes.

**If you already have a GoZone,** you do not need to sign up or activate your GoZone. Just wear it and you are ready to go!

**Move** – Wear your GoZone pedometer every day. It will automatically track your physical activity and the more you do, the more HealthMiles you can earn. Plug it into your computer every few days and your steps will upload to your online account – your 'LifeZone.' You **must** upload your activity at least once every two weeks.

**Track** – Your LifeZone online account makes it easy to manage your goals, your activity, your health stats, your progress and all the HealthMiles you've been earning.

**Play** – Have fun all year long by joining step challenges and HealthMiles promotions, share your stories and snapshots and try your luck in membership-wide contests where you can win great prizes like a vacation to the Virgin Islands, a cycling tour through Napa Valley....all in the name of getting out there and staying active.

**Earn** – All those HealthMiles you've been earning along the way turn into wellness incentives and the chance to win more fabulous rewards. Who knew that taking better care of your self could be so rewarding!

To learn more about the VHM Activity Tracking Program, go to myKO>Benefits & Insurance>Health & Wellness >Wellness Programs.

## How Do I Earn HealthMiles?

**Wear your GoZone** pedometer every day. This little gadget is core to the program and the best way to earn HealthMiles. The more active you are, the more steps you take, the more HealthMiles you earn. Upload your steps a couple times a week; your GoZone pedometer remembers which steps you took on which day.

What You Do	What You Get
Wear your GoZone & take: less than 7,000 steps	20 HealthMiles per day
at least 7,000 steps	60 HealthMiles per day
at least 12,000 steps	80 HealthMiles per day
at least 20,000 steps	100 HealthMiles per day

**How do I earn a reward for each activity challenge:** You must meet the minimum goal of HealthMiles during each specified challenge period to earn a \$30 reward. You may earn an additional \$20 reward in each challenge for reaching the second tier goal, for a maximum reward of \$50 per challenge. You must upload your GoZone pedometer steps to your LifeZone online account every few days (at least once every 2 weeks but more is better).

You can also earn HealthMiles by using a Polar Heart Rate Monitor and entering activities in your online journal. If you are new to the program, you'll need to enroll by early January to order your GoZone pedometer and be ready to start the first challenge on January 16. See the Virgin HealthMiles web site for more details.

## Record Your Biometrics Monthly

One of the great things about Active Healthy Living is seeing the positive impact on your key health indicators such as blood pressure and weight as you become active and stick with it.

**How do I earn this reward:** Record your biometrics (blood pressure, weight and body fat percent) at a HealthZone<sup>3</sup> kiosk once a month for at least 8 months between January 1 and November 18, 2012 to earn another \$50 reward. You'll need to get started by April to have time to earn this incentive since ONLY 1 check-in PER MONTH counts.

## Investing in Your Health

The Company has made an important investment in your overall health, well-being and quality of life as part of our commitment to be a great place to work. Through our partnership with Alere, our health and wellness vendor, you have access to several valuable resources and programs. Take advantage of these benefits to earn wellness incentives.

### Annual Confidential Wellness Assessment

Each year we ask you to take 20 minutes to complete the confidential Wellness Assessment — a questionnaire that is available on the *My Healthy Directions* website. When you finish, you will receive your wellness score along with a personalized report to help you understand your health risks and the actions you can take to improve your health, starting right away.

**How do I earn this reward:** You must log on to the My Healthy Directions web site by November 18, 2012 to complete this 15-20 minute, confidential questionnaire. Please note that the **2012 Wellness Assessment is required in order for you to be paid for any other wellness incentives earned as part of the 2012 Incentive Program.** The Wellness Assessment does not have to be completed first.

## Healthy Living Programs

The Alere online Healthy Living programs are confidential, personalized action plans that help you take an active role in improving or maintaining your health and quality of life. Enroll in one of these programs today at [myhealthydireCTIONSko.com](http://myhealthydireCTIONSko.com). These self-paced, online programs give you an achievable goal in six weekly modules and a To-Do List of action items to help you make it happen. Regular e-mails will remind you to stay on track. Choose from Healthier Diet, Get In Shape, Weight Loss, Smoke Free, Stress Relief and more.

**How do I earn this reward:** You may begin a program anytime, but you must start by October 8 at the latest to be able to complete each of six weekly modules and complete the short assessment at the end of week 6 by November 18, 2012.

### Health Coaching Program OR Condition Management Program

The Coca-Cola Company offers both Health Coaching and Condition Management programs through Alere at no cost to you. You may participate in one or both programs, if eligible, but only one \$50 reward is available.

#### Health Coaching Program

The Alere Health Coaching program guides you to adopt positive lifestyle changes in order to promote the life-long practice of good health behavior, prevent costly chronic conditions and reduce healthcare costs. The coach works with you to reduce your risk of preventable diseases, such as coronary artery disease and diabetes, and promotes key health behaviors including healthy weight maintenance, smoking/tobacco cessation, increasing physical activity, healthy eating/nutrition and managing stress.

Based on your confidential Wellness Assessment data, an Alere Health Coach may call and offer professional support to help you set and reach your health and wellness goals. Or, you may contact Alere to enroll by calling 1-888-588-4645.

#### Condition Management Program

This program has been created especially for individuals who may have been **diagnosed** with select chronic conditions, such as **asthma, coronary artery disease (CAD), congestive heart failure (CHF) or diabetes** (based on recent prescriptions, doctors' visits or hospital stays). The goal of this program is to help you enjoy good health, feel your best and prevent or delay serious health problems. By making essential self-care activities lifelong habits and becoming an active participant in managing your health, you can take charge of your health! Call 1-888-588-4645 to enroll.

**How do I earn this reward?**

**For Health Coaching:** You may begin a program at any time, but you must enroll by September 1 and complete at least six scheduled phone interactions (approximately bi-weekly) with your Alere Health Coach by November 18, 2012.

**OR**

**For Condition Management:** You must enroll by July 1 in a full program (not Education Only program) and complete at least two scheduled phone appointments with your Alere nurse by November 18, 2012. Because this program is for individuals with specific health conditions, not everyone can participate in this program.

*NOTE: The Company has hired Alere to provide confidential, personal health support programs to help our associates and their family members manage their health. Alere identifies you for programs from claims information received securely from UnitedHealthcare. The Company does not receive any personal health information about our associates or family members.*

## Get Started

To participate in the VHM Activity Tracking Program, you will share the cost of the GoZone pedometer. Active associates in a Company-sponsored medical plan will pay \$10, while all others - active associates not in a Company-sponsored medical plan, all spouses and SSPs — will pay \$30. If you are new to the program, sign up as soon as you receive your invitation from Virgin HealthMiles or go to:

*Employees:*

VirginHealthMiles.com/ko

*Spouses/SSPs:*

VirginHealthMiles.com/kodepend

You will also need to take your 2012 confidential Wellness Assessment to qualify for any wellness incentives.

Go to [www.MyHealthydirectionsKO.com](http://www.MyHealthydirectionsKO.com) or myKO> Benefits & Insurance > Health & Wellness > Wellness Programs to learn more details about the program.